

Poverty Commodification On The Mikrofon Pelunas Utang Indosiar Chanel

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Abstract – Indonesian people 96% have the habit of watching television in their daily lives (Nilsen, July 27 2018). Indosiar is a private television in Indonesia which has a reality show program "Mikrofon Pelunas Utang", a program that provides an opportunity for auditioners who pass the selection to be repaid. This study discusses the commodification of culture in the media, commodification is considered to be a part that is harmed even without realizing it. This study uses a qualitative approach with Critical Discourse Analysis. The main data source of this study is a video recording of the Mikrofon Pelunas Utang program, including writing, pictures, interviews from reality shows which became supporting data in this study. The results of this study indicate that there is a practice of commodification in MPU reality shows where poverty and social status are then commercialized, the content of the audience and also the existing audience meeting for the performance of the process called by the media.

Keywords: Poverty, Commodification, Reality Show Televisi

I. INTRODUCTION

Study of media political economy according to Adam Smith and Classical Political Economy, distinguishes products taken from the value of satisfaction with what humans need and want. In other words; use value and exchange rate. In the Political Economy of Communication delivered by Marx, Capitalism literally appears as a large collection of commodities. What Smith and his followers says "a self evident and nature-imposed necessity". Marx as a product on a social formation in which the production process dominates humans, rather than their opponents (Marx, 1976a: 175) [1]. One of the keys to Marxian analysis is to reconstruct commodities to determine the meaning of what emerges, to find social relations frozen in commodity form.

Mosco revealed that political economy has been influenced by the political economy of communication which is closely related to social relations between humans in the processes of production, distribution, exchange and consumption of material benefits. Commodification makes changes in the value or function of an item or service into commodities or goods of economic value [2]. One of television program that has a direct impact on the audience is one of the broadcasts of reality shows.

In Indonesia, generally television is used as a medium in everyday life. One of Indosiar's private television stations

with the Mikrofon Pelunas Utang program is a reality show program, this event is an adaptation of the Thai program entitled Mic On Debt Off. The debt repayment microphone is hereinafter referred to as MPU by Workpoint Entertainment. The duration of the event is 120 minutes, the MPU's inaugural broadcast from April 17, 2017 until now. In each episode MPU presents two participants who have gone through an audition process whose purpose is to ensure that participants really have some debt and can be accounted for. With the game system, both participants were required to sing in front of three judges to choose one of the two lucky participants who would be repaid. One selected participant has the right to enter the bonus round. And those who are not selected will be competed in the next session and episode. It is not impossible that this might be called a form of commodity in media institutions.

There have been several previous studies that have been carried out about commodification, for example "commodification of hijab in the" natural & halal "version of sophie paris cosmetic advertisements on television" [3], both writing about commodification, the media as well as television and advertising, it's just that they use the Semiotic approach and approach according to Charles Sanders Pierce. The difference with the present study lies in Fairclough's use of the Critical Discourse Analysis analysis, as well as other differences, of course the results are different, because in the previous research raised the

problem of commodification of other slide texts and hijab taken was reality show content and "poverty" social problems.

Television media is not just information that is entertainment, but also an intermediary to compile an agenda and notify important things for humans. Television media is a means of exchanging use values into exchange rates (Indriyani, 2016). Returning to the nature of television is a large media industry that emphasizes financial benefits. As a broadcasting institution, creativity becomes important to combine public interests and corporate interests. Therefore political economic interests cannot be separated from the current media, namely through commodification of media content to expand its audience.

Commodification

Commodification in communication, Commodification is the process of transforming use values into exchange values (Mosco, 2009, p. 129). Mosco in his book mentions there are three forms of commodification, namely:

Commodification of content,

The transformation of messages from mere data to meaningful thinking systems in the form of marketable products. In this case media content that can intentionally be packaged in such a way as to attract the public, even though what is shown is the real thing or not a public need.

Commodification of the audience

Where is the audience used as a commodity that is "sold" to advertisers. Audiences are used as media commodities to get advertisements and income. Roughly the media usually sell ratings or share to advertisers to be able to use airtime or broadcast time. The trick is to create a program that can reach the highest number of programs in other stations.

Commodification of Labor

Where the skills and working hours of the workers are used as commodities and rewarded with salaries. The commodification process is closely related to production, while the production process is closely related to the function or use of its workers, workers have become commodities and have been commodified by capital owners. That is by exploiting them in their work.

As an explanation of why this research takes the commodification of poverty and content, without reducing the substance written by Mosco, Commodification of poverty, in my opinion a change in social value into economic value in the media economic picture of media politics here is about what happens in the media industry relating to the economy as well as media politics. The economic problems specifically referred to here are financial, financial sources from which the media gets on the program that is aired.

The Marxian theory calls this an exploitative process because the expansion carried out by the capitalist controls and removes the alternative production system and presses the workers (workers) into social relations where this takes

the status of commodities, or a factor of production in line with the land and raw material, and this makes control give up towards production. So the result is that workers are created to exchange labor [4].

II. RESEARCH METHODOLOGY

The object of this research is the MPU program uploaded on Youtube. In this study the author uses critical discourse analysis by Norman Fairclough, hereinafter referred to as CDA, this analysis is one method of analysis that falls within the category of constructivist paradigms [5]. The approach proposed by Fairclough is better suited to the problems that researchers will do. on reality show broadcasts as primary data to be studied.

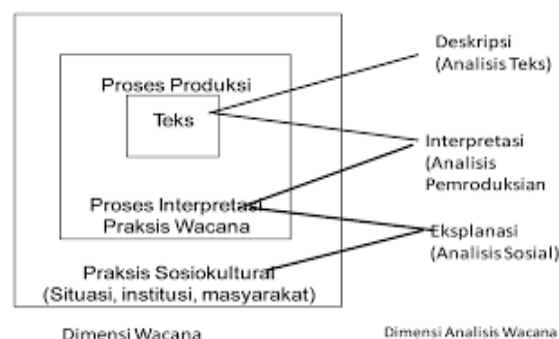


Fig. 1. Dimensi Analisis Wacana (Source : Fairclough, 2009)

III. DISCUSSION

Poverty is Used as a Commodity Commercialized by the Indosiar Television Media Industry

Mikrofon Pelunas Uttang / MPU there is an image that can produce a commodification message. The images taken are of course set in such a way as to portray the poor, and are added with the commentary of the host or narrator, to a predetermined music background. Representations in Fairclough's media texts can be said to function ideologically, as long as they play a role in producing the domination of social relations and exploitation [6].

Meanwhile according to Croteau and Hoynes (2003: 195-198), representation is not a real world but a media representation of the social world. There is always a gap between real reality (real world) and media representation towards the social world [7].



Fig. 2. MPU Released
(Source: <https://www.youtube.com/watch?v=HAc7s8AhBaw>)

While all viewers have been sucked in logic by the shows that have been proven by the rating program reality shows are always high. The emergence of a reality show program with a theme of poverty is a practice of commodification of objects of signs of poverty. Where in the show only exploit poverty as a television mass media commodity. The media has ideological interests behind the phenomenon of mushrooming reality shows. As a representation of society, the media is very observant in reading the trend that is rife in the community including the Debt Paying Microphone. But the media portrayed it by exaggerating existing conditions, this created a hyperreality in the media industry.

With the dramatization, the media conjured up everyday portraits of the community into a very interesting show. With audiovisual texts that represent how poor families live a minimum income, live life with great concern. Various objects of poverty are included, illustrated by poor families who live their lives on a daily basis. Work hard to continue family life with jobs with uncertain wages. This poverty representation also tells us, how difficult times are faced by a family where their children are threatened with not continuing school because their parents' income does not support and their debts.



Fig. 3. MPU Released
(Source: <https://www.youtube.com/watch?v=HAc7s8AhBaw>)

From the representation process, there is no doubt that poverty is reduced to commodities. Efforts to help the poor families described in the event can be expressed as a form of commodification of poverty alone. By playing with the

object of the sign of poverty, exploiting the poor for commercial purposes. Dredging the benefits of representing the misfortunes of others, looking for names in the suffering of others in the guise of helping the poor.

The poverty that is represented in this program is certainly of various interests. Poverty is reduced as a commodity, simplified or exaggerated (manipulation). The reality show program is mixed with certain (engineering) additions so that the storyline becomes more sad and dramatic so that it can capture the public's attention. By exploiting poverty, the production house gets a high profit. This representation of poverty is done with the aim that the reality show gets a high rating so that it can attract the highest possible share of advertising.

Another representation in the show with the theme reality show especially Microphone for Indosiar's debt repayment:

Reality Show Is Not Reality

Reality shows are an event that displays the realities of the life of someone who is not a celebrity (ordinary person), then broadcasts through a TV network, so that the public can see it. Reality shows not only expose people's lives, but also competitions, even people [8]. Reality shows in terms mean real performances, not engineered, and not made up. The event is taken from everyday life, the life of the community as it is, namely the reality of the community.

The reality show program is also a result of a variety of recordings, all of which are arranged by the crew to be displayed with camera work and professional personnel to be presented to the audience. The crew in the editing process combine each event according to what they want so that a story of duration is formed which is divided into several segments.

Television shows that present the reality of everyday life. The scenes in the program show a series of real events without being recorded first. The players are generally ordinary people. This genre is often considered a documentary. However, in its development, many shows titled reality shows that show modified reality, by involving participants to provoke certain reactions, or even with a pre-arranged storyline. In other words, the event featured fictitious and fake stories. Based on the above definition, it can be concluded that any program that does not contain "reality" or "reality" elements cannot be classified into a reality show. Some TV shows in Indonesia use the reality show title but the entire contents are engineering.

This of course can be blamed as fraud and duping the public. In the presentation the reality show is divided into 3 types [8]. First, Docusoap (Documenter and Soap Opera) is a combination of the original recording and plot. Here the audience and the camera become passive observers in following people who are living their daily lives. Both professional and personal. In this case the producer creates a plot so that viewers are comfortable watching. The crew in the editing process combines every event according to what they want. So that finally formed the story of 30 minutes per episode. Second, Hidden camera is a hidden camera recording people in a set situation. Third, Reality game shows are a number of contestants who are recorded

intensively in a special environment to win prizes. The focus of this event the contestants underwent contests with tricks until the winning and losing reactions



Fig. 4. MPU Released

(Source: <https://www.youtube.com/watch?v=HAc7s8AhBaw>)

Explanation results from Norman Fairclough's CDA Analysis, 2009 Meaning that the impressions displayed by MPU are not a reflection of reality, but the reality shown has been selected, and the selection results must have been constructed, distorted. Speaking of reality show programs, a show that is expressed to viewers as a show taken directly from the actual situation and has the approval of all parties involved, a lot of controversy and polemic over it. One that is often a question is is it true that the shows are real and without engineering? If the real is why this scene feels excessive and seems like a drama? this question has been answered in the reality show program itself

Poverty is worked on by television stations to attract advertisers,



Fig. 5. MPU Quiz Broadcast (Source:

<https://www.youtube.com/watch?v=HAc7s8AhBaw>)

One television program that has a direct impact on society is advertising. According to Wright, advertising is a tool used to direct persuasive communication to the community. Advertising has the main function to convey information of a product to the public. Ads can be heard and seen anywhere because advertising is a form of promotion that exists in

various places [9]. Besides that, advertisements can also influence consumers to buy the products they advertise [10].

When a reality show with a poverty theme was worked on by various production houses and television stations to attract advertisers, the problem was the success of television stations and production houses that received quite high profits. This is done with a variety of production techniques, from taking pictures, music choices, lighting and various other techniques, until all of them can be intertwined, finally in this study Indosiar with Microphone Reality Show Debt Reality Show made Luwak White Koffie one of the main sources sponsorship of the event, starting from the logo placement on the television screen and the event title, at the jury table, the winning board, then holding a special broadcast quiz by one of the advertising products "white koffie civet" at the end of each segment, with an average duration of 3 minutes for live quiz. You can imagine how much profit gained by the program, or for advertisers with the duration of time and the amount of advertising in the event, is certainly comparable to the expensive price they have to pay on the television. Of course, if this MPU reality show broadcast is not on a high rating, advertisers will not take this opportunity.

IV. CONCLUSION



Fig. 6 MPU Quiz Broadcast (Source :

<https://www.youtube.com/watch?v=HAc7s8AhBaw>

Based on the analysis raised by Mosco, demonstrating the existence of commodification practices on MPU content, the transformation of messages from mere data to meaningful systems of thinking in the form of marketable products. In this case, the discovery of commodification of poverty on the content of MPU reality shows where poverty and social status are then commercialized, content that is too constructive in reality in reality and also an audience whose audience is used for rating, this process is called the commodification of content by the media.

The crucial problem that occurs in reality show television shows is not reality, meaning that there are engineering actions on impressions presented to the audience, this can lead to information blurring, dramas that

are made in such a way and produce advertising products can block the event. Again this happened to television in Indonesia which only prioritized media business interests.

Researchers' suggestions on the results of this study, so that conventional media give more literacy to audiences that are reality, or provide information on whether these shows are scenes or not. Besides that, television can present broadcasting programs following broadcasting rules and broadcasting law, also about the limitations of these advertisements to be very important especially with regard to duration limits because frequency is a public right, television finally expects not to display children exploitative.

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